



STATE OF MARYLAND

DHMH PRESS RELEASE

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FOR IMMEDIATE RELEASE

Insurance Executive to Lead State's Health Benefit Exchange

Baltimore (August 16, 2011) –The Board of the Maryland Health Benefit Exchange announced the appointment of Rebecca Pearce to serve as the Exchange's first Executive Director.

Ms. Pearce has worked for Kaiser Permanente as a National Product Director and Director of Benefit Exception Administration since 2008. Previously, she worked for six years as a Product Manager and as a Director of Product Management at CareFirst BlueCross BlueShield in Maryland. She holds a Masters in Business Administration degree from the Smith School of Business at the University of Maryland and an undergraduate degree from Washington University in St. Louis.

"In 2014, Maryland's Health Benefit Exchange will operate a competitive marketplace to help consumers and small businesses find affordable insurance options and contribute to state efforts to reduce costs, expand access and improve the quality of care," said Lt. Governor Anthony G. Brown, Co-Chair of Maryland's Health Care Reform Coordinating Council. "Ms. Pearce brings the experience, expertise, and leadership we need to make Maryland's exchange successful."

"I am excited about the opportunity to enhance how healthcare is offered in Maryland, and the potential the Exchange has to bring more people into the market, address the uninsured and lower our health care cost trends," said Ms. Pearce. "I am looking forward to jumping into this important effort."

The Maryland Health Benefit Exchange was established through legislation championed by Lt. Governor Brown and signed into law by Governor O'Malley in April.

"Ms. Pearce will add her wealth of experience and expertise to a terrific team we are lucky to have already in the Exchange Board, and together they will work with our legislative partners and stakeholders to move Maryland forward step by step in establishing an effective exchange," said Carolyn Quattrocki, Executive Director of the Governor's Office of Health Care Reform.

“Ms. Pearce has a track record of successful management of complex health insurance projects,” said Dr. Joshua M. Sharfstein, Secretary of the Department of Health and Mental Hygiene and Chair of the Health Benefit Exchange Board. “We look forward to her leadership in Maryland.”

Ms. Pearce will start in her new position in mid-September.

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